

Indiana Arts Commission  
Regional Arts Partnership - 08-0014

Applicant: ABC Organization  
Phone: (317) 232-1268  
Email: ablevins@iac.in.gov

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Indiana Arts Commission

Program: Regional Arts Partnership

Regional Arts Partnership - 08-0014

ABC Organization

Grant Application

Indiana Arts Commission  
Regional Arts Partnership - 08-0014

Applicant: ABC Organization  
Phone: (317) 232-1268  
Email: [ablevins@iac.in.gov](mailto:ablevins@iac.in.gov)

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INGA User Profile - Organization

Name	ABC Organization
FEIN #:	12-9876543
Address	150 W. Market St. #618 Indianapolis, Indiana 46204 County: Marion
Main Contact Phone #:	(317) 232-1268
Fax #:	(317) 232-5595
Website:	<a href="http://www.in.gov/arts">www.in.gov/arts</a>
<u>Authorizing Official:</u>	
Name:	April Blevins
Title:	Grants Manager
Phone:	(317) 232-1278
Email:	<a href="mailto:ablevins@iac.in.gov">ablevins@iac.in.gov</a>
U.S. House Congressional District:	7
IN Senate district #:	33
IN House district #:	97
D-U-N-S #:	087922535
Public Entity?	This organization is an Indiana Public Entity
Organization Arts Discipline:	Multidisciplinary
Organization Status:	Government - State
Type of Organization:	Arts Council/Agency
Organization FY:	Jul 1st-Jun 30th
Are you a non-profit organization?	Yes
Incorporated?	Yes
Tax Exempt (through IRS):	Yes
Date Inc./Founded:	Jan 1st, 1964
Date received IRS tax-exempt status:	Jan 1st, 1964
State in which organization is incorporated:	Indiana
Are you a foreign corporation doing business in Indiana?	No
Email:	<a href="mailto:ablevins@iac.in.gov">ablevins@iac.in.gov</a>
Race/Ethnicity:	No single group

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Applicant Information

Contact:

Name: Lewis Ricci  
Title: Executive Director  
Phone: (317) 232-1288  
Fax: (317) 232-5595  
Email: lricci@iac.in.gov

	<b>2008</b>	<b>2009</b>
Regional Block Grants Request	\$153,873	\$153,873
Arts Development Services Request	\$46,027	\$46,027
Community Arts Program Request	\$42,094	\$42,094
Are you in Planning or Implementation stages?		Implementation

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Board Roster Selection

Name: Ms. April Blevins  
Place of Employment: Indiana Arts Commission  
Title: Grants & Technology Manager  
City: Indianapolis  
County: Marion

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Name: Mr. Board Member  
Place of Employment: ABC Bank  
Title: Vice President  
City: Fort Wayne  
County: Allen

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Staff Selection

Name: Ms. April Blevins  
Title: Grants & Technology Manager  
Full Time Staff: Yes  
Part Time Staff: No  
Average Hours: 40

Related to Regional Partnership:

Resume:

No Resume on file

Job Description:

No Job Description on file

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Name: Ms. Kristina Davis  
Title: Accessility Coordinator/Community Development Mgr.  
Full Time Staff: Yes  
Part Time Staff:  
Average Hours: 0

Related to Regional Partnership:

Resume:

No Resume on file

Job Description:

No Job Description on file

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Name: Ms. Lewis Ricci  
Title: Executive Director  
Full Time Staff: Yes  
Part Time Staff:  
Average Hours: 0

Related to Regional Partnership:

Resume:

No Resume on file

Job Description:

No Job Description on file

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Who Benefited?

	ALL PERSONS SERVED (inc Artists) ADS AND CAP	ARTISTS SERVED ADS AND CAP	GOVERNING BODY ADS AND CAP	VOLUNTEERS ADS AND CAP
<u>Race/Ethnicity</u>				
Asian	649	7	0	52
Black/African American	160	106	2	562
Hispanic/Latino	295	16	0	84
American Indian/ Alaskan Native	54	2	0	62
Native Hawaiian/Pacific Islander	314	4	1	3
White	16,759	876	20	275
<b>Total</b>	<b>18,231</b>	<b>1,011</b>	<b>23</b>	<b>1,038</b>
<u>Age</u>				
Total Children (under 18)	1,500	43	0	13
Total Seniors (over 65)	2,965	267	0	126
<u>Disability</u>				
Total Persons with Disabilities	32	6	2	17
		STAFF ADS AND CAP	ALL PERSONS SERVED (inc Artists) RBG ONLY	ARTISTS SERVED RBG
<u>Race/Ethnicity</u>				
Asian		0	650	37
Black/African American		0	2,875	186
Hispanic/Latino		0	1,435	153
American Indian/Alaskan Native		0	687	21
Native Hawaiian/Pacific Islander		0	248	4
White		3	396,421	1,652
<b>Total</b>		<b>3</b>	<b>402,316</b>	<b>2,053</b>
<u>Age</u>				
Total Children (under 18)		0	8,734	84
Total Seniors (over 65)		0	64,000	364
<u>Disability</u>				
Total Persons with Disabilities		3	5,450	35

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## Narrative

### ORGANIZATION

Provide a brief organizational profile, including your mission, history, staff, board, committee structure. Describe in the space provided.

ABC began in a Department Store in Indianapolis with an exhibit of regional artists. Located in the Center for Visual and Performing Arts, Indianapolis, since 1989, with branches in Johnson and Shelby, we have evolved from an exhibitions-based visual arts organization to the primary provider of arts services and educational outreach programs for our region. ABC annually provides: 1) over 400 classes in all media for children and adults 2) the "everykid" program, serving over 15,000 students and their families with instruction in visual art, music, drama and dance, through partnerships with schools and social service agencies 3) children's performances attended by 5,000 area school children 4) more than 20 exhibitions of local, regional, national and international artists and cultures in four galleries 5) free art appreciation programs and 6) cultural planning, technical assistance, information and referral and grant-making as a Regional Arts Partner of the IAC.

ABC is governed by a 36-member volunteer Board and is managed by a staff of 12 full-time employees. Board committees are divided into three categories: operating, fund development and programming. The Executive Committee transacts business between meetings of the Board, while the Governance Committee oversees Board recruitment and evaluation. ABC was awarded the 2006 Great Lake Award for Excellence in Non-Profit Management.

Our mission statement reflects the growth of a regional network of arts providers under the umbrella of ABC Organization: Together with our partners, we create and strengthen connections between the socially and culturally diverse communities along the South Shore through youth outreach, quality arts instruction, local, national and international exhibitions and regional arts services.

### GOVERNANCE

Describe the role of the board in governance and management of the Regional Arts Partnership. How often does the board meet?

Board members commit to taking an active leadership role by reviewing, approving, understanding and supporting ABC's mission, goals, programs and operations; overseeing financial operations; and serving as an ambassador and advocate, actively participating in fundraising. The most important skills a Board member must have are fundraising, non-profit board experience with an understanding of management and financial oversight, and strategic planning.

The Board annually reviews and approves a Board Roles and Responsibilities document, and Board members are held accountable for fulfilling their responsibilities by signing a commitment form that details ways in which they will meet their responsibilities at the start of each fiscal year. Each Board member's progress is tracked through a status report presented by the Board President at each meeting. The Governance Committee utilizes assessment tools to gauge each member's understanding of his/her role, commitment level, and ability to fulfill the responsibilities.

Six regular board meetings are held each year, in addition to the annual meeting held in June. The Board consists of no less than 15 nor more than 40 voting members, who can serve no more than three consecutive two-year terms and must then take off at least one year to be considered for reelection. The board president may serve a maximum of two consecutive one-year terms.

Diversity of all kinds is recognized and embraced as critical to the mission of ABC and is an integral, ongoing and proactive part of the organization's governance, committees, membership, programs, policies, activities, goals and priorities. The ABC Board is representative of the region's diversity, serving as a springboard for ideas and generating concepts related to the diversification of the organization's programs and services.



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## FINANCE

Describe the organization's current financial position. Provide an explanation of any significant changes anticipated for the FY -1 operating budgets compared to current and most recently completed year.

The fiscal year 2007 budget is \$1.4 million. Funding is derived from individual and corporate memberships and contributions, program underwriting, public and private grants, the Arts Ball, income-producing programs such as classes and performances, and annual distributions from the ABC Endowment Fund. ABC's endowment funds currently stand at a combined total of \$1,001,000, and ABC works closely with the region's community foundations on building its endowment.

The budget reflects several priorities found in ABC's strategic plan. Approximately 10% was allocated for our first international exhibit, reflecting the strategic plan's call for an annual exhibition. Approximately 14% was allocated for expanding stakeholder relationships and the development of a regional cultural plan through regional services provided as a Regional Arts Partner of the IAC. Approximately 20% was allocated for expanding partnerships and audience development through the "everykid" program, children's performances, exhibits, classes and regional projects conducted with arts collaborators throughout the region. Earned income accounts for 40% of the budget, including Convergence magazine advertising, membership, program admissions, exhibit entry fees, class fees, artwork sold, gift shop, gallery rental, regional services grant and endowment income. Contributed income is 60%, including public and private grants (43%), corporate contributions (19%), individual contributions (9%), in-kind contributions (14%) and the Arts Ball income (15%).

ABC works with Chicago-based consultants Smith Associates on individual and corporate giving campaigns, foundation support, governance and membership.

Describe how the governing board is involved in long-term resource development? Explain committee and staff involvement.

The Development Committee, working closely with the Development Director, leads the board in its fundraising activities. It oversees annual and long-term development efforts to support the organization's programming.

### Key Duties/Responsibilities:

- Develops, monitors and implements annual development plan, including financial goals and appropriate fundraising methods (i.e., major gifts, annual fund, special events, endowment, etc.);
- Motivates, trains and educates Board members to participate in the fundraising process and activities;
- Monitors efforts to ensure ethical fundraising practices and donors acknowledgement and activities;
- Identifies, cultivates and solicits prospects and donors;
- Reviews development expense budget and revenue goals, and recommends approval to Finance

### Committee:

- Develops long-range development plan;
- Plans, attends and hosts events/activities for prospects and donors;
- Attends and participates in scheduled meetings;
- Maintains accessibility to staff and board of directors.

Board members play an active role in resource development, with 100% of board members making a personal annual contribution. Board members are encouraged to bring prospects to events and programs. Training and staff support are provided on making face-to-face solicitations, resulting in 76% of board members having made face-to-face meetings in the past year. Annual board retreats focus on timely issues that support board members in these efforts. Board and staff have worked jointly on the development of a case statement and elevator speech. Regular updates of cultivation opportunities are presented at board and development committee meetings, along with time for board members' to share success stories. Board members are cultivated as donors themselves in an effort to provide them with a better understanding of the cultivation process.

If applicable, summarize what plans are in place for current and/or long-term deficit reduction; provide an explanation of any deficit situation(s). What steps has the board taken to resolve any significant issues identified in the most recent financial or compliance audit and management letter; provide an explanation of steps.

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N/A

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PERSONNEL

If applicable, explain any personnel-related challenges the RAP program encountered and what future challenges are anticipated during the next biennium?

ABC is managed by a staff of 12 full-time employees. Senior staff members are frequently recruited to serve on boards of other area non-profits in Central Indiana. ABC also employs approximately 40 instructors and 35 aides on a part-time contractual basis, who are representative of the racial diversity of the clients being served. These individuals teach classes in art, drama, dance and music at ABC and at various partner sites in Johnson and Shelby counties through the “everykid” program. As this program continues to expand, it increasingly becomes a challenge to find qualified individuals who are available at irregular times of the day when programs are conducted.

ABC advertises the availability of employment opportunities through its website, local universities and bi-monthly Chamber of Commerce meetings. As ABC continues to expand its regional services – managing an increasing number of grant applicants, increasing advocacy efforts, maintaining an online arts calendar, as well as the Regional Arts Summit – it will be necessary for us to employ additional staff.

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## Regional Questions

### REGIONAL PROFILE

The regional services narrative section includes your responses to all of the following questions about the Regional Arts Partner's activities and proposed services for the 2-year period.

Describe how the Regional Arts Partnership and your Regional Cultural Plan fit into your organization's overall Strategic Plan.

As a regional arts council, ABC considers the Regional Arts Partnership to be an integral part of our planning, both strategic and cultural. The strategic plan was created based on the results of the cultural needs assessment survey, input from the Regional Roundtable, the Orchestra Collaboration, focus groups, and follow-up research and analysis. The concluding pieces were the board's strategic planning retreat, which included representatives from the Regional Roundtable, the staff, and the writing team that developed the final document approved in the summer of 2005.

In preparing the biennial plan, staff turned to the existing regional cultural plan and considered the established goals and timelines. These were modified to include obvious appropriate changes based on current preparations for the new cultural plan. The board of directors and the Regional Roundtable then reviewed this information. The public was invited to review and comment on the plan in advance of the Roundtable meeting, with public comment also invited (and received) at that session.

The next cycle of planning will begin in the fall of 2007 and will result in a regional cultural economic plan that will be again be fully integrated within the cultural needs assessment and strategic planning process. Due to the enhancements to ABC's online marketing communications, the next plan will benefit from a more targeted surveying system, and a greatly expanded public online communications database.

How did you develop your biennial application from your Cultural Plan?

ABC's cultural plan outlines priorities for the service area, including goals, objectives and strategies for the region. ABC has been traditionally guided by its planning process, having developed a new strategic plan every three years since 1981. For this reason, the development of the biennial application is in many respects simply a series of responses based on the cultural plan. The next cultural plan will be developed between late 2007 and mid-2008 and will not have any significant impact on regional services until the fall of 2008 to the summer of 2009.

In the current cultural plan, the overarching goal for regional services calls for providing "information, technical assistance, grants, and planning for regional artists and arts provider organizations, with an emphasis on capacity building." These last six words have a significant impact throughout the regional services section of the application and represent a continuation of the efforts conducted throughout much of the past two years.

A new ABC vision of technical assistance services creates a significant impact in the development of this biennial application. The cultural plan calls for merging "the ArtsShops and Technical Assistance workshops into one program for conceptual and marketing purposes." This strategy resulted in the creation of the "Innovations" program as the new planning and marketing approach to offering these services. This represented a recognition that arts education programs and technical assistance were both fundamentally about providing instruction and training, an activity in which ABC has considerable experience. Other ways that the cultural plan impacts the biennial application are the calls for regional marketing and collaboration that interweave throughout the plan and this application.

What is the population of the region being served? Describe the counties of the region in detail regarding ethnicity, age, socioeconomic conditions/background.

For its Regional Arts Partnership, ABC serves an 8-county area in Central Indiana with a population of 593,213 (2000 census). Four of the counties (Marion, Hamilton, Johnson, Hendricks) contain 66% of the population. About 93% of the population is White, while the next largest group is

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What is the population of the region being served? Describe the counties ... (Continued)

Black/African American at 5%. Hispanics grew 39% since 1990, though their numbers still represented only 1% of the population.

Marion County has the largest population with over 133,000 and 23% of the region's residents. Shelby County is smallest with only 7,349 in 2000; 3 counties have populations below 50,000. The African-American population is concentrated in the four larger counties, while the remainder have African-American populations of generally less than 1%. Hispanics are more evenly distributed across the region with little relationship to urban or rural environments.

The median age of the region is older than the state average (37 versus 35.2 for Indiana). Two exceptions are Johnson County (32.9), a rural area with the largest percentage of children under 5 years of age (8%) and Marion County (33.8), home of several universities.

Heavy industry has been the traditional largest employer, even in cities under 10,000, resulting in a depressed economy over the past generation. The population declined between 1990 and 2000. The region's educational achievement is lower than the Indiana average, though this is fast changing. Marion County (Indianapolis) is a particular exception, ranking 5th of the 92 counties in the percentage of residents with a bachelor degree or higher.

Describe Collaborations and Partnerships which help you in delivering the four core services (i.e. arts org, chamber of commerce)

ABC Organization collaborates with a number of organizations both within and beyond its region that facilitate our delivery of the four core services.

Within the region:

Three years ago, ABC organized a Consortium including 5 performing artists. This group seeks cost efficiencies and ways to enhance income and increase audiences. The consortium provides 1) an effective way to work with the four orchestras, 2) a key cultural needs informant, and 3) a regional pilot group for testing

technical assistance and information and referral services (also see the response to "innovative things you are doing" in cultural needs assessment).

ABC partners with Indiana Public Radio, which has a listenership closely matching the region's service area. Collaborations have included ArtsTalk, which featured arts events and artists within the region. ABC maintains relationships with many chambers of commerce and institutions of higher learning within the region. These relationships are useful in identifying and promoting artists and arts groups and in facilitating internships within the region. ABC is also active with the Tourism and Marketing Cooperative.

Beyond the region, ABC works with several organizations, including the Indiana Coalition for the Arts. Within the past year, ABC provided staff leadership in coordinating technical assistance workshops that were provided statewide and within the region. ABC also works with Traditional Arts Indiana in identifying traditional artists within the region. This has been accomplished by hosting TAI researchers.

REGIONAL ADVISORY COUNCIL

To help us understand more about the role and composition of your Regional Advisory Council, please answer the following:

How has your Regional Advisory Council been beneficial in the delivery of RAP services and to the Regional Arts Partnership?

The Regional Roundtable provides a number of benefits to both ABC in its delivery of RAP services and to the overall Regional Arts Partnership.

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REGIONAL ADVISORY COUNCIL

To help us understand more about the role and composition ... (Continued)

These include the following:

- 1) Advice and Counsel: The Regional Roundtable represents a wealth of experience and training. The membership includes educators (ranging from teachers to school superintendents), fund raisers, business leaders, artists, and nonprofit executives. Meeting discussions can be lively and often lead to unique and inventive problem solving.
- 2) Serving as a key informant: Members of the roundtable give ABC another set of "eyes and ears" to the region, providing critical insights and perceptions from communities and interest groups from throughout Central Indiana.
- 3) As a promotional tool: Roundtable members provide an automatic distribution system for information about the availability of the four core services, posting information in their communities, contacting local media, and in general, spreading the word to their contacts. As well, roundtable members provide another effective way to provide information and referral services by promoting the arts activities of groups from throughout the region in their home communities.
- 4) As a Mentor Base: Each year, Regional Roundtable members are asked to complete profile information on their skills that they would be willing to share around the region. ABC pairs these volunteers with emerging groups and often calls upon roundtable members to donate their time for technical assistance.
- 5) Advocacy for the Regional Arts Partnership and the work of the Indiana Arts Commission. Members' knowledge of the goals and objectives of the Indiana Arts Commission, including its strategic plan, provide an advocacy base at the local level.

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## Arts Development Services

### Cultural Planning Implementation

How is your plan working? Describe the progress of your scheduled activities.

ABC is generally meeting or exceeding its cultural plan goals and objectives.

Cultural Planning and Needs Assessment: Public forums continued during the biennium and expanded to include IAC sessions in its strategic planning. Several electronic surveys were sent during the biennium. The plan-to-plan process is underway for the late 2007-2008 assessment and cultural planning cycle.

Grantsmaking: Grants information workshops and individual consultations to potential applicants were offered at numerous locations around the region. Grant awards by category have been close to the percentages planned.

Information and Referral: Most objectives were exceeded. With the launch of a regional online newsletter, online communications systems have been dramatically improved. ABC is currently behind schedule on its goal for online newsletter subscriptions, which has grown more slowly than expected to just over 2,000 addresses.

Technical Assistance: ABC has generally exceeded objectives. A focus on marketing for artists proved very successful. Services for organizations included individual consultations, workshops, and the first annual mini-conference with the emphasis on marketing, fiduciary issues, and planning. ABC met and exceeded its objective for serving the regional Consortium.

Name the top three issues in your region based on your cultural planning and provide a brief synopsis of how you will address them over the next two years.

The planning process identified the top three service issues as: 1) funding/sustainability, 2) marketing/audience development, and 3) arts education. These have a symbiotic relationship in that the first relates to maintaining existence to allow for a future, the second builds new audiences from current markets, and the third looks to create audiences from future generations.

Funding/Sustainability: Artists and arts groups commonly identified the need for more funding sources and increased sales to survive. Technical assistance will emphasize financial management, planning, and fund raising skills. Collaboration will be integral, with a focus on joint purchases, shared staffing, and group funding. The Consortium will continue to receive significant services. Given their importance to the arts of the region, a greater percentage of grant funds will be directed to mid-sized arts organizations, especially as more funds are available.

Marketing/Audience Development: ABC's regional arts organizations and artists underspend on marketing.

Technical assistance will encourage a rethinking and a better understanding of the overarching role of marketing. The regional online publications will continue to expand subscriber base and focus on interactive relationships, driving traffic to the website of ABC, arts groups, artists, and CVBs. A complimentary regional publication will be launched if funding can be found.

Arts Education: Technical assistance will focus on convening arts educators and other educational leaders to discuss common issues and strategies for improving arts education at the local level. Arts Place will continue to play a role as an advocate for arts education.

Based on your plan, describe the innovative things you are doing in your Region, and explain the methods used to track the outcomes.

Innovative ways that ABC serves the region include the following:

Consortium: ABC identified that the four organizations of the region were experiencing challenges in maintaining their audiences and financial positions. Launched in early 2004, ABC serves as facilitator to the Consortium, which focuses on building regional audiences, finding cost efficiencies, and information sharing. The effort has resulted in a ticket reciprocity program, a youth competition, library sharing, and marketing plans for each of the organizations.

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Based on your plan, describe the innovative things you are doing in ... (Continued)

Joint purchasing: Through a survey, ABC determined only a few mid-sized arts groups use software designed for fund raising (fundware). ABC hosted vendor presentations and developed a joint purchase and training RFP on behalf of the interested groups.

Websites and Online Communications: ABC operates a website. The site provides content and promote artists and arts organizations. Various online communication tools (i.e., regional online newsletter) pull traffic to both the website of ABC and to those of the regions artists and arts organizations. Tracking is provided through number of hits, unique visitors, click-throughs, and subscriptions.

Annual Mini-Conference: To increase the impact of technical assistance and build a stronger network amongst the arts providers, ABC offered its first mini-conference in April 2006 with workshops on fundraising, marketing, and fiduciary issues. The 2nd annual conference will be held in April 2007, with a two-day conference planned for 2009. Surveys are conducted for all of the above to track outcomes.

Explain how you evaluate your cultural planning programs.

Evaluation of the process is achieved through results-based analysis, focus groups sessions, service discussions at public forums and through participant surveys. Other public meetings are also utilized to garner information for this purpose. For example, a meeting in December was held with individual artists and representatives from a number of cultural organizations. The meetings purpose was to find ways to market the arts for the Johnson County area. As a part of the discussion, ABC staff asked questions about the services provided through ABC as defined in the plan and asked how these services were being utilized and perceived.

The Regional Roundtable discusses the goals and objectives of the plan on a regular basis, the most recent being conducted on February 27th where regional marketing, collaboration and online promotion were discussed at length. Staff is responsible for collecting, organizing and summarizing evaluative information from all sources, which are then presented to the planning committee for periodic review of progress in achieving the plan and for consideration in the development of the next plan.

What are you doing with cultural planning to affect underserved communities?

ABC is including underserved communities in the planning process, in the identification of needs, perceptions, and desired outcomes. ABC is also involving members of underserved communities in leadership positions, with some success being achieved on the Regional Roundtable.

As the existing plan continues, the focus is on information gathering. This includes compiling regional demographic, economic, and educational information. It also means gaining perceptions of the regions residents about the arts, ABC's role, the value of the existing plan, and its impact on their communities. The effort is ongoing and much of the work must be incorporated into other activities.

In its review of the last process, the planning committee concluded that it had both great strengths and weaknesses. It was very strong in gathering information from the arts community, including from both artists and arts organization leaders. It was only modestly useful for information from arts patrons and was clearly weak in gaining information from underserved publics. For this reason, ABC has given priority to garnering critical information from the general public and from the regions underserved communities. Lead staff used members of the Regional Roundtable, who are very diverse, in helping to reach many of these communities, including Native Americans and African Americans. A series of forums, conducted with the emphasis described above, will move into a more serious phase this summer as ABC prepares for its new cultural plan cycle.

Grantsmaking

Describe your Regional Block Grant allocation and the different grant categories. Explain how your cultural plan supports this allocation process.

For the current fiscal year, ABC directed \$155,373 to the grants program (\$153,873 from the IAC block grant). ABC has three grant categories: 1) Arts Organization Support (AOS), 2) Arts Projects Support (APS), and 3) Mini Grants. AOS is divided into AOS I and AOS II, with the latter allowing for a greater funding request, but requiring more financial information and match. About 60% to 65% of the grants



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Grantsmaking

Describe your Regional Block Grant allocation and the different grant categories. Explain ... (Continued)

program is allocated for AOS, with 10% for Mini Grants and the balance to APS. The cultural plan calls for grants to be offered in a way that develops and strengthens the capacity of communities to implement quality arts activities. A particular emphasis is placed on capacity building and supporting sustainability of existing high impact and quality arts organizations. For this reason, it is intended to allocate in FY08 and 09 a greater percentage of the total block grant to AOS, especially if additional funding is received.

The FY08 APS category has undergone significant change in response to ongoing concerns by advisory panels, focus groups, and the Regional Roundtable that the process led to funding projects of questionable value, inflated requests, and requests that could not be achieved at the funded levels. The maximum request has been dropped from \$20,000 to \$7,500 and awards will be divided into tiers, with the top tier providing full funding at the award rating amount. This change will make APS much more competitive and will result in fewer awarded grants. It is an anticipated outcome that funded projects will compliment ABC efforts at capacity building.

Finally, the cultural plan sets the simplification of grants procedures as an objective. Significant steps in this regard were taken with Mini Grants for the past year and for APS for the FY08 cycle currently in process.

Describe the promotional activities and explain any positives that will result. (i.e., service to underserved communities, reaching new audiences, etc)

The availability of grants will be promoted through press releases, grants information workshops, and at events in the region. Online and postal mailings will be sent to prospective applicants, including arts provider organizations, schools, libraries, chambers of commerce, and local governments.

The award of grants will be promoted through a grant awards reception and ceremony that has become one of the significant arts leader gatherings of the region. With the help of private sponsors, this event includes an exhibit opening featuring a regional artist, entertainment by regionally associated musicians, award presentations by state legislators, and an elegant reception. The event involves a number of legislators and governmental officials, which especially helps in attracting media attention to the grant awards. Press releases to the media on the awards are detailed by county to attract greater coverage.

During the course of the year, promotional efforts are directed at assisting grant award recipients in gaining greater public attention for their funded projects. This is achieved by encouraging use of our website, links to media lists, and by consultation with new projects where such assistance may prove especially helpful. Through all of the above efforts, ABC builds a greater public awareness of the arts within the region, as well as the impact of public funding for those activities. These efforts do not go unnoticed by elected officials.

Explain how you evaluate your grantsmaking programs.

Evaluation of the process is achieved through results-based analysis, service discussions at public meetings, and participant surveys. The staff and chair of each advisory panel evaluate the performance of advisory panelists. Panelists complete a survey to review the process and participate in an evaluation discussion at the end of each panel meeting. Panel review attendees are also asked to complete an evaluation form reviewing the actual review, as well as the quality of the overall grants process. Potential applicants attending the grants information sessions are asked to evaluate the quality of the session and the information presented. This information is prepared for summarized reviews by the Regional Roundtable and the Planning Committee.

Service documentation is based on site visits, final grant reports, and time logs.

What are you doing with grantsmaking to affect underserved communities?

ABC takes a number of steps to reach underserved communities. Grants information sessions are conducted at a variety of publicly accessible sites, including at least two at sites considered underserved. The sessions are also conducted at various times of the day to allow for the schedules of volunteers who may not otherwise be able to attend. The availability of individual consultations is promoted and

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What are you doing with grantsmaking to affect underserved communities? (Continued)

provided for anyone requesting such a session provided the request is made well enough in advance of the deadline.

ABC utilized the Mini Grants category as a gateway to ABC grants and other services. For this reason, Mini Grants are viewed as ABC's most important tool in reaching underserved communities.

The Mini Grants application, criteria and review process has changed considerably over the past 8 years with the intention of attracting more applications from underserved communities. Emerging organizations and organizations based in underserved communities are the most likely applicants for this grants category. The program allows for in-kind match, which can be very important for the targeted communities. Mini Grants are designed to be funded at not less than 85% of the amount requested (with a \$2,000 maximum request). For this reason, promotion of the grants program with underserved communities emphasizes the Mini Grant category.

In the advisory panel training process, staff review the criteria and point out the concerns of ABC and the IAC for community impact and reaching underserved populations.

**Activities**

	<b>Projected FY2008</b>	<b>Projected FY2009</b>
Number of applicants applied	42	44
Grants awarded	28	30
Grants awarded to underserved comm.*	3	4
Number of arts organizations receiving grants	13	14
Number of arts providers receiving grants	28	30
Number of counties served by grants in Region	12	12

Information and Referral

Describe the Information and Referral services projected during the next two years.

ABC will provide information and referral to artists, organizations, and the general public. Services will be aimed at providing two types of assistance: 1) arts information to the public that promotes the arts, artists, and the regions arts organizations and other arts providers; and 2) services to artists and arts provider organizations within the region that assist them in marketing their programs and services to the public and each other, as well as linking this community to services of direct benefit to them. ABC will focus resources in providing information and referral services through online communications. ABC will also publish and distribute printed materials, and staff will continue to provide direct assistance. ABC also hopes to attract additional funding for advertising the arts the arts of the region and for additional publications for the same purpose.

How do you plan to implement these services?

Central to its efforts will be ABC maintenance, improvement, and website promotion. Through its publications and online communications (and potential advertising), ABC will push traffic towards its website. The online communications will promote artists, arts events, and arts organizations, as well as opportunities of special interest to the regional arts community. The online communications will use e-marketing services to assure effective measurement of interest. The regional online communications subscription base will be expanded, both through viral marketing and use of volunteers at events in the region to acquire email addresses.

Explain how you evaluate your information and referral programs.

ABC evaluation of information and referral services relies on a number of tools, including the following: 1) website and e-communications systems monitoring, 2) numbers of requests for services, 3) patron satisfaction surveys, 4) evaluation and perception discussions by various groups, and 5) staff analysis.

Website and e-communications monitoring: The Internet allows one to monitor both outgoing and

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Explain how you evaluate your information and referral programs. (Continued)

incoming communications at a level of detail not possible with any other form of communication. ABC monitors the following: 1) number of hits and unique visitors to all web site pages, 2) the number and destination of click-throughs from online mailings to the websites, 3) the number of added subscribers and specific subscriber interest area, and 4) the number and email identity of those unsubscribing. This information is tremendously useful in reviewing the level of effectiveness of any given web pages and e-communication.

Service requests: Quarterly comparisons of numbers of requests for services are useful in determining the value of promotional efforts. As well, this information is helpful in determining when a specific service offer may have saturated the field. For example, this approach was helpful in determining when the Arts Marketing workshop had passed its maximum level of interest with the regions individual artists.

Patron satisfaction surveys and discussion groups: These traditional tools are still useful and very much in evidence in ABC evaluation practices. Surveys are handed out at all workshops and information sessions, and frequently used at events when attempting to gain e-mail addresses. Information and referral evaluation is also gained from focus groups and various public meetings, including the Regional Roundtable, the Consortium, etc.

What are you doing with information and referral to affect underserved communities?

ABC provides two services of particular value to underserved communities through its information and referral program: 1) Rural communities: Residents of rural communities often lack local access to any significant level of arts programs or services. As a majority of the counties in the region are rural, information and referral services should take this fact into consideration. While information and referral cannot replace the actual programming, access to ABC's online services provide an effective means for finding the closest available programming and provide a focus point for those services within the underserved community that might otherwise be unknown.

Arts organizations located within rural communities are also often hampered by the lack of any designated local arts agency, creating an additional obstacle to connecting with arts services and other resources. As distance is often a significant factor, the online services of ABC provide a valuable point of access. 2) Minority access: Arts Place information and referral services also provide minority organizations and minority artists with access to no cost services to promote their activities and services. As the last cultural needs assessment demonstrated inadequate investment in marketing by both artists and arts organizations, this service is probably even more important to minority artists and minority arts organizations.

Technical Assistance

Describe the Technical Assistance services projected for the next two years.

ABC will provide a high level of technical assistance with priorities as follows: 1) workshops for individual artists, 2) encouragement and facilitation of collaborations to enhance cost efficiencies and increased audiences/revenues, and 3) workshops and consultancies for arts organizations. Individual artist services will continue to focus on enhancing marketing skills. ABC will provide at least two workshops each year for individual artists. These will include workshops to enhance image (such as the recent portfolio workshop).

Collaboration will continue as a focus, with ABC continuing to support the work of the Consortium. ABC may continue as facilitator based on the results of the current review.

Developing added arts consortia will be dependent on this decision and the availability of more resources. The needs assessment completed in 2006 indicated a consortium of community arts centers or community theatres would be most likely to experience success.

ABC will increase technical assistance workshops for organizations by using more pro bono services. This will be possible due to ABC's growing relationships with regional colleagues and universities, certified public accountants, attorneys, and community foundations. The annual miniconference will be a one-day event in 2008. Based on arts provider requests, a pilot two-day conference will be offered in spring 2009. Other technical assistance workshops will be conducted around the region, including sessions on marketing, board development, fund raising, and fiduciary issues. Priority will be given to communities

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Technical Assistance

Describe the Technical Assistance services projected for the next two years. (Continued)

that have lagged behind in the development of arts organization resources, emerging arts organizations, and existing arts organizations in crisis.

Explain how you evaluate your technical assistance programs.

The most valuable tool in evaluating and improving technical assistance services will continue to come from participant feedback. For workshops and the mini-conference, attendees are asked to complete evaluation forms. Nonparticipant surveys are also sent following some events to gain additional insights into perceived values and priorities for technical assistance. For consultancies, organization representatives evaluate consultant performance through a final response form. Consortium evaluation has been ongoing with considerable feedback from the participants.

Following the completion of a consultancy, staff reviews the goals of the individual project to determine if these were met. The value of technical assistance services is also measured by requests for additional services (by which measure the program is extremely successful).

From past evaluation and analysis, ABC has established several perhaps obvious, but useful, guidelines for providing technical assistance: 1) the participants must be both willing and open to assistance; while a group or individual may be in dire need of technical assistance, no amount of such will be of any use without a willing and open client; 2) Those technical assistance services offered should be in line with ABC expertise or available outside consultants with whom staff has direct experience; 3) Technical assistance projects are generally most successful if what constitutes success has been clearly identified in advance.

What are you doing with technical assistance to affect underserved communities?

Priority is given to communities that have lagged behind in the development of arts organization resources, emerging arts organizations, and existing arts organizations in crisis. Currently, this means focusing a significant percentage of resources on counties with rural populations. Technical assistance over the past five years has helped to create more active environments in some of the underserved rural counties. In Johnson and Hendricks Counties, for example, technical assistance has led to an increased number of grant applications, along with increased arts activity.

More than 50% of ABC's direct consultancies are provided to organizations in underserved rural communities. Workshops designed for organizations have generally significant attendance (one-third or higher) by rural-based arts provider organizations.

For the coming biennium, priority will be specifically targeted to Shelby County, where minimal arts activity continues to be a concern. Unemployment in Shelby County is having an additional exacerbating impact on arts activity. Priority will also be given to working with several newly formed Hispanic cultural groups in the region.

ABC will continue to identify potential technical assistance recipients by asking grants advisory panelists, Regional Roundtable members, and attendees at workshops to identify groups that would benefit from technical assistance. ABC specifically asks for assistance in reaching underserved communities, both rural and minority.

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Regional Services Timetable

**Regional Services Timetable**

2008 Q1 - July - Sept Infomational & Referral

Launch Redesigned Website  
3 online Regional Newsletters each to 2,000 addresses

2008 Q1 - July - Sept Technical Assistance

Training session  
Consortium Meeting  
Call for Pro Bono Consultants  
Individual Consultations  
Visits to Johnson and Shelby Counties

2008 Q1 - July - Sept Cultural Planning

Collection of data for Cultural Needs Assessment  
Electronic Surveys on regional services  
Regional Roundtable Meeting  
Planning Committee Plan to Plan Meeting  
Identify any potential consultant assistance  
Focus Groups in Johnson & Shelby Counties  
Post planning page on website

2008 Q1 - July - Sept Grantsmaking

FY07 Subgrantee FGRs reviewed and final 10% paid  
FY08 Grant Contracts issued & payment on  
returned contracts.  
Grant Agreement Workshop: contract compliance, form completion  
Final review of FY09 guidelines & applications with Regional Roundtable

2008 Q2 - Oct - Dec Informational & Referral

Publish Promotional Piece on Arts Place Services  
Publish Promotion Piece on Website  
3 online Regional Newsletters each to 2,200 addresses  
Place staff at 3 events in region to solicit email addresses for online Regional Newsletter

2008 Q2 - Oct - Dec Technical Assistance

One workshop for organizations  
One individual artist workshop  
onsortium Meeting  
Individual Consultations  
Visits to Johnson and Shelby Counties  
Technical Assistance Promotion Piece Published & Distributed

2008 Q2 - Oct - Dec Cultural Planning

Collection of data for Cultural Needs Assessment  
Promotion of Public and Artist Electronic Surveys  
Electronic Surveys of Artist and Public Perceptions  
Regional Roundtable Meeting  
Planning Committee Plan to Plan Meeting  
Regional Focus Group Meetings  
Staff Compilation of all data

2008 Q2 - Oct - Dec Grantsmaking

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Receive signed grant agreements and process initial 90% payment.

Set up four FY09 Grant Training Workshops and finalize FY09 guidelines & application with Board of Directors.

Send application to prospective applicants.

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2008 Q3 - Jan - Mar Information & Referral

Update website content  
3 online Regional Newsletters each to 2,500 addresses  
Place staff and or volunteers at 3 events in region to solicit email addresses for online Regional Newsletter  
Expand email subscription base by at least 300 addresses

2008 Q3 - Jan - Mar Technical Assistance

One workshop for organizations  
One individual artist workshop  
Consortium Meeting  
Individual Consultations  
Promotion of Mini- Conference

2008 Q3 - Jan - Mar Cultural Planning

Planning Committee Meetings to Review Staff Summaries  
Selection of Retreat Participants  
Public Announcement of Findings for Comment  
Regional Roundtable Meeting

2008 Q3 - Jan - Mar Grantsmaking

Conduct FY09 Grant Training Workshops for staff and subgrantees  
Secure panelists for citizen review grant panels  
Perform site visits to funded applicants activities  
Review application for changes in FY10 grant

2008 Q4 - Apr - Jun Cultural Planning

Publication of Cultural Strategic Plan  
Posting of Plan on website  
Promotion of Findings with Media  
Planning Committee Review of Planning Process  
Analysis of data collected since completion of Cultural Needs Assessment  
Regional Roundtable Meeting

2008 Q4 - Apr - Jun Grantsmaking

FY08 Subgrantee FGRs reviewed and final 10% paid  
FY09 Grant Contracts issued & payment on returned contracts  
Grant Agreement Workshop: contract compliance, form completion, IndianaArts.org  
Final review of FY10 guidelines & applications with Regional Roundtable, etc.

2008 Q4 - Apr - Jun Information & Referral

3 online Regional Newsletters each to 4,700  
Distribute Promo Pieces on Arts Place Services at R5 Organizations & CVB's  
Place ads on I&R in event programs  
Expand email subscription base by 600

2008 Q4 - Apr - Jun Technical Assistance

Two workshops for organizations  
One individual artist workshop  
Consortium Meeting  
Individual Consultations  
Visits to Targeted County (or counties)  
Technical Assistance Promotion Piece Published & Distributed  
Promotion of Two-Day Conference

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## Community Arts Program

### Provide a brief organizational profile of your CAP programs including staff:

ABC Organization community arts programs include the following categories: education, presenting, and facility operations. Each benefits a specific regional audience. The Assistant Director oversees program planning and implementation with the exception of performances, which are coordinated by the Executive Director. The Marketing Director is responsible for promoting these activities with the general public.

Artist Residencies: FY07 artist residencies took place in four counties, and included 9 residencies by artists from Indiana, Maryland, Michigan, New York, and Ohio.

Direct Sequential Arts Instruction: Arts in the Park is designed for children ages 7 through 14 and was offered in 2006 in 11 communities in three counties (two in Indiana). MusicWorks offers individual and group instruction. The program has experienced dynamic growth in the last few years, with enrollment jumping by 71% in the past two years to 171 students. The Innovations program provides instruction in dance, as well as the visual and literary arts. In FY07, this program was integrated with technical assistance as a more effective way to market both activities.

Presenting: ABC Organization has presented performances since its founding in 1964 and includes an annual series featuring touring artists, plus special events for artists from within the region. ABC Organization has presented and curated exhibits since 1979. Most exhibits feature Indiana and Ohio artists, while special regional exhibits are also organized.

Facility Operations: The Indianapolis based arts campus includes a 21,000 sq. ft. facility, with theatre, galleries, studios, and meeting space, plus an arts park and ceramics building. Numerous arts provider groups from the five surrounding counties use the space at subsidized fees.

### Please describe the activities your organization will be involved in outside the Regional Arts Partnership

ABC Organization will continue all of the above described activities. The following details provide additional information.

Artist Residencies will occur at competitively selected sites and where sponsor funds are secured. Through a McDonalds sponsorship, residencies will be available in Marion, Hendricks, Boone and Hamilton Counties. Priority will be given to serving counties not previously involved.

Arts in the Park will continue in Marion County, with expansion to Hendricks County being studied at this time for the summer of 2008. Innovations will continue to include both traditional arts classes and technical assistance.

MusicWorks will offer instruction in brass, harp, voice, piano, guitar, orchestral strings, and woodwinds. Ensembles will include brass choir, childrens choir, flute choir, percussion, string, woodwind, and saxophone ensembles. A feasibility study for a youth orchestra will begin in 2008. Pre-school music instruction will be expanded. A pilot music boot camp for high school students considering music as a college major will be offered in 2008 and 2009.

Presenting Events will celebrate the ABC Organization 40th anniversary. A foundation grant will enhance the 2007-08 performance series, including a performance and residency by Chicago-based Dance Company. Exhibits have already been planned for the entire biennium and include one and two person shows by both nationally known artists and artists from within the region. The 7th Regional Juried Exhibition will showcase artists from five states.

Facility Operations: ABC Organization will raise funds to expand public hours and marketing of the facility will include billboard promotions beginning in summer 2008.



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Describe the service area and target audiences including underserved populations for your activities.

This response only includes information on ABC's central Indiana service area. ABC is gradually expanding community arts programming to geographically match its regional services area. In many regards, the response to the above question may be found in the response to the earlier question regarding regional services and population, ethnicity, etc. The reader is encouraged to review that response.

As some ABC programs are only offered in one or a few counties, the following additional information may be helpful. ABC's longest traditions are to be found in Marion, Hendricks, Boone and Hamilton Counties and residents in those counties will receive great benefit from CAP activities in the biennium.

The population of the counties was estimated at 95,988 for 2005. Two of the above counties are rural (ranging from about 13,849 to out 33,849) and thus meet the NEA standard for underserved. Heavy industry continues to be a major source of employment for the area. ABC represents the only large arts organization in those counties and is the only such group with full-time paid staff. The percentage of individuals under the age of 18 is 27.28% for the four counties, or somewhat higher than 25.6% state average.

Describe plans for marketing, media, and other promotional activities.

ABC will continue to promote its activities through four efforts: 1) a participant-focused approach emphasizing high quality accessible programs coupled to patron satisfaction, 2) a consistent visual and textual image, 3) a heavy reliance on promotion through websites and online communications, and 4) encouragement of existing patrons to help ABC expand its participation base through a friends inviting friends strategy. The Marketing Director will coordinate this effort, with support from other staff.

Marketing will emphasize the quality and uniqueness of ABC programming. Printed materials will be well designed. The ABC logo will be used on all public materials and advertisements. Online newsletters, other e-communications, and viral marketing will be used to pull visitors to the newly redesigned ABC website. Consistent efforts will be devoted to gaining email addresses from all patrons. Electronic press releases will continue to be issued weekly and media contacts cultivated. ABC will capitalize on opportunities to promote activities at its Indiana facility. Features coverage by television and newspapers will be sought, along with collaborations with Indiana Public Radio. Special pricing for guests of existing participants will be offered to encourage potential attendees to experience ABC programs. ABC will make programming and facilities more user-friendly.

Personnel will receive ongoing training in providing the highest level of customer service. Efforts to reach underserved audiences will continue through soliciting volunteer participation as an entry point to the organization.

Describe plans for evaluating the value and impact of your activities. How will your target audience be involved in evaluation activities?

In FY08 and 09, ABC will continue to use a wide range of tools to evaluate the quality and impact of its activities. Data gathering is an essential part of this process, including detailed attendance information, customer satisfaction surveys, and focus groups. In the fall of 2007 ABC will also begin a major evaluation of the past three years, as it enters its next cycle of cultural needs assessment and planning. Ongoing evaluation methods used by ABC include patron satisfaction survey forms provided to students, parents, artist instructors, volunteers involved with individual and class instruction, as well as annual focus groups. Attending and potential audiences will be surveyed both at events and through electronic means. Data on program participation, including such information as attendance, registration, frequency of participation, will also be recorded, compared and evaluated. Web page visits and click throughs from online communications will also be monitored. Target audiences will be typically segmented in surveying and in their inclusion in focus groups. For example, a recent focus group of parents of children ages 7 through 14 included only families with children who had participated in Arts in the Park in the past year.

What counties will be served and provide an estimate of total numbers.

ABC community arts programming serves 8 counties, with counties at greatest distance from the Indianapolis base receiving the least benefit, while Marion, Hamilton, Hendricks and Boone Counties

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What counties will be served and provide an estimate of total numbers. (Continued)

will receive the greatest benefit. It is projected that over 100,000 individuals in the service area will benefit annually in some measurable way from ABC community programming. These will include the 30,000 or greater annual visitors to the ABC art center, the over 60,000 listeners to Indiana Public Radio programs featuring artists involved with ABC programming, the 12,000 or more residents participating in artist residencies, and the 3,500 or more participants who will participate or otherwise directly benefit from ABC regular and special programming (Arts in the Park, MusicWorks, Innovations, ABC presentations by faculty and students outside the art center, and other special events),

In its first 20 years, ABC programming focused on Marion County. Since 1987, programs and their impact have gradually spread outward. Artist Residencies, for example, have been conducted in 6 counties. In the coming biennium, a priority will be to add at least one county. Arts in the Park will be offered in Shelby county in 2007 & 2008 and likely also in Johnson County in 2008. While offered only in Marion County, MusicWorks typically includes students from three counties. Performances and exhibits attract attendees from throughout the 8-county service area, with some exhibits attracting several thousand visitors.

Describe key partnerships and collaborations integral to your CAP services.

For its community arts programming, ABC collaborates with a number of arts and nonarts organizations. ABC actively participates with the Indiana Presenters Network, which allows ABC to benefit from block bookings. Arts organizations within the region and surrounding areas are also important in collaborations, with groups such as the Civic Performing Arts Center often working with ABC in organizing shared artist residencies that include performances at multiple sites. These efforts result in activities with more impact and intensive experiences for participants that would otherwise be possible.

ABC works closely with Indiana Public Radio in covering arts events in the region and in providing in-depth coverage of the activities. ABC also collaborates with several school corporations in the region in planning and scheduling arts activities conducted by a number of groups, as well as the schools involved.

ABC has very active partnership roles with the Chamber of Commerce, the Visitor and Tourism Bureau, and County Development, with ABC staff involved at several levels with these groups. For example, ABC staff participated in developing Marion County's most recent economic development plan, with subsequent projects involving cooperative efforts to develop greater traffic for local cultural providers, including ABC. Partnerships are annually conducted with several organizations in co-presenting events, including the Chamber of Commerce for its WinterFest, the National Center for Native American Culture (for performances, workshops, and occasional exhibits), as well as the Quilt Club for an annual quilt show.

EDUCATIONAL ACTIVITIES SUMMARY

List and explain your proposed major educational activities for each year of the biennium.

ABC conducts four educational programs.

These activities include:

- 1) Arts in the Parks: This is a series of summer classes in the visual and performing arts designed for children ages 7 through 14. The classes are led by professional artists and are conducted in parks, libraries, schools, and other community facilities. The Indiana portion of the program will be offered in Marion and Hamilton Counties in 2007, with Shelby County planned for addition in 2008.
- 2) Artists in Residence: The residency program places artists in community locations in a number of counties around the service area. Residencies may be in the literary, performing, and visual arts or may involve multiple art forms.
- 3) Innovations: This program consists of vertically articulated class instruction in the literary, performing, and visual arts, as well as sessions in creativity and other less media specific subjects. Classes are primarily offered (in Indiana) at the arts center, with a small number conducted at various locations around the region.
- 4) MusicWorks: This program consists of music instruction that is sequentially (vertically) articulated for

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EDUCATIONAL ACTIVITIES SUMMARY

List and explain your proposed major educational activities for each ... (Continued)

both individual lessons and classes. Individual instruction is provided in brass, woodwinds, percussion, orchestral strings, guitar, harp, piano, and voice. Classes include ensembles (brass, flute, children's choir, orchestral strings, percussion, saxophone), as well as sessions for preschoolers and for older students (music theory, music boot camp, etc.).

Another important educational activity consists of the technical assistance provided to arts educators in the region. Amongst the services that will be provided are facilitations of retreats and organizational meetings for curriculum development and research.

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Quarterly Community Arts Activity Calendar

Community Arts Activity	Year/Quarter	No. Activities
Nomination process for awards banquet - members of the community nominate their choice for people who have made an outstanding contribution to the arts in their community	2008/Q1 - July - Sept	13
Annual Awards Banquet - more than 300 people attending this region-wide event. The highlight is the Mayor's Arts Award presented for lifetime achievement in the arts.	2008/Q1 - July - Sept	1
Annual juried art exhibit held in partnership with the Museum of Arts, History and Science. This exhibit draws nearly 100 artists from the Tri-State area and is visited by 300 guests. It runs for six weeks at the museum.	2008/Q1 - July - Sept	42
Grants Awards press conference and reception. The media is invited to witness and report on the results of the grand adjudication and the awards from the IAC and the NEA through the state budget	2008/Q1 - July - Sept	1
Press conference with the Mayor to announce the winners of the Mayor's Arts Award and the regional arts award winners. Nominators, families and guests attend to congratulate winners.	2008/Q1 - July - Sept	1
Annual digitized juried art show with over 80 exhibits featuring photography, illustration and motion media. The show runs for 30 days.	2008/Q2 - Oct - Dec	30
Annual Meeting with the board of directors for election of officers and new board members. Usually 40-50 attend.	2008/Q2 - Oct - Dec	1
Photographing Your Art Workshop - a marketing session with instructions on how to best photograph artwork for reproduction in newspapers or public relations materials. 15-20 participants.	2008/Q2 - Oct - Dec	1
Annual Inspired Women in Art juried exhibit held at the Deaconess Women's Hospital. This show runs for four weeks and has over 100 entries.	2008/Q2 - Oct - Dec	30
Photoshop Workshop - Saturday class taught at Ivy tech. The class is limited to 20 due to the use of computers in a lab and is popular with new camera owners.	2008/Q3 - Jan - Mar	1
Framing Workshop - This workshop is open to all local artists to instruct them on the proper techniques to frame two dimensional art for hanging in an art exhibit. This is popular because it instructs artists to finish their work for proper display. 15-20 attend each time we schedule this workshop.	2008/Q3 - Jan - Mar	1
Grant training workshops offered to all grant applicants held at different times and locations. Three are scheduled and then individual appointments are made with new applicants.	2008/Q3 - Jan - Mar	3
Annual Board of Directors retreat to create goals and approve strategic planning. This is also a relaxed social setting where directors have set aside a morning apart from their usual commitments to take part in discussions to improve the work of the organization. 23 members and two staff members.	2008/Q3 - Jan - Mar	1
Annual Tour of the Arts - Artists' studio tour to visit the artists in their workspace. Nine artists open their studios to the public for this day of fun and discovery. An art sale is planned for any member artist who wants to set up a booth. 150-200 people attend each year.	2008/Q4 - Apr - Jun	9
Annual Art in the City juried art exhibit for members. Each member is guaranteed to have a work of art in the show. The	2008/Q4 - Apr - Jun	30

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Grants awards adjudications with a group of 14 area panelists who review arts projects and arts organizations requesting funds. 20-25 applicants.	2008/Q4 - Apr - Jun	2
Select Art Medium Workshop - Workshop for artists who want to explore different art forms. A batik workshop was held this year and had 15 participants.	2008/Q4 - Apr - Jun	1
Historic Preservation Month - Local artists who have selected historic sites and architecture as subjects for their art are invited to display their work as part of a larger exhibit in the Chamber of Commerce. Six artists. The exhibit is on display for a month.	2008/Q4 - Apr - Jun	30
Nomination process for awards banquet. Members of the community nominate their choices for those individuals and organization who have made an outstanding contribution to the arts in their community.	2008/Q4 - Apr - Jun	13
Annual Working Together juried art exhibit held in partnership with the Museum of Arts. This exhibit draws nearly 100 artists from the Tri-State area and is visited by 300 guests. It runs for six weeks at the Museum.	2009/Q1 - July - Sept	42
Grants Awards press conference and reception. The media is invited to witness and report on the results of the grant adjudication and the awards from the IAC and the NEA through the state budget.	2009/Q1 - July - Sept	1
Press conference with the Mayor to announce the winners of the Mayor's Arts Award and the regional arts award winners. Nominators, families and guests attend to congratulate the winners.	2009/Q1 - July - Sept	1
Annual digitized juried art show with more than 80 exhibits featuring digital photography, digital illustration, and motion media. It runs for 30 days.	2009/Q2 - Oct - Dec	30
Annual Meeting with the board of directors and all members of the Arts Council for election of officers and new board members. Usually 40-50 attend.	2009/Q2 - Oct - Dec	1
Photographing Your Art Workshop - a marketing session with instructions on how to best photograph artwork for reproduction in newspapers or public relations materials. 15-20 participants.	2009/Q2 - Oct - Dec	1
Photographing Your Art Workshop - a marketing session with instructions on how to best photograph artwork for reproduction in newspapers or public relations materials. 15-20 participants.	2009/Q2 - Oct - Dec	1
Annual Inspired Women in Art juried exhibit held at the Women's Hospital with over 100 entries. This show runs for four weeks.	2009/Q2 - Oct - Dec	30
Photoshop Workshop - depending on the level most requested, this Saturday class taught at Ivy Tech is popular with new camera owners. It is limited to 20 due to the use of the computer lab.	2009/Q3 - Jan - Mar	1
Framing Workshop for all local artists to instruct them on the proper techniques to frame two dimensional art for hanging in an art exhibit. This is popular because it instructs artists to finish their work for proper display. 15 to 20 attend each time we schedule this workshop.	2009/Q3 - Jan - Mar	1
Grant training workshops are offered to all grant applicants and are held at different times and locations. Three are scheduled and then individual appointments are made with new applicants.	2009/Q3 - Jan - Mar	3

Indiana Arts Commission  
Regional Arts Partnership - 08-0014

Applicant: ABC Organization  
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Annual Board of Directors retreat to create goals and approve strategic planning. This is also a relaxed social setting where directors have set aside a morning apart from their usual commitments to take part in discussions to improve the work of the organization. 23 members plus staff.	2009/Q3 - Jan - Mar	1
Annual Art in the City juried art exhibit for members only. Each member is guaranteed to have a work of art in the show. The guest juror makes the awards. 80 plus entries fill out the show that runs for four weeks. More than 200 attend and sign the guest book for this show.	2009/Q4 - Apr - Jun	30
Grants Awards adjudications with a group of 14 area panelists who review arts projects and arts organizations requesting funds. We usually have between 20 and 25 applications for grants.	2009/Q4 - Apr - Jun	2
Select Art Medium Workshop. This can be anything from a watercolor technique class for beginners to a more advanced batik workshop for artists who want to learn new art forms. 15 participants.	2009/Q4 - Apr - Jun	1
Historic Preservation Month - Local artists who have selected historic sites and architecture as subjects for their art are invited to display their work as part of a larger exhibit in the Chamber of Commerce. Six artists. The exhibit is on display for one month.	2009/Q4 - Apr - Jun	30

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RAP Budget - Income YR1

<b>Proposed Income</b>	<b>Comments</b>	<b>RBG</b>	<b>ADS</b>	<b>CAP</b>	<b>Total</b>
Service Fees, Contracted fees, and Admissions:	For CAP this represents Facility Use Service Fees (7,700), IAO Access & Sponsor Fees (9,000), Lesson and Class Fees (83,397), Entry Fees (1,400), Exhibit Commissions (700), Concessions (1,000), and Ticket Sales (18,100); For ADS this is TA fees for Conference and Other workshop fees (1000)	\$0	\$10,000	\$117,297	\$127,297
Corporate Contributions/ sponsorships:		\$0	\$14,190	\$56,534	\$70,724
Foundation Support:	This includes \$45,131 from Foundation representing payouts from endowments dedicated to the benefit of ABC, plus \$45,000 in an operational support grant from Foundation, plus miscellaneous foundation support.	\$0	\$19,190	\$85,441	\$104,631
Federal Government Support:	NEA Challenge America Invitational Grant	\$0	\$0	\$10,000	\$10,000
State/Regional Government Support		\$0	\$0	\$0	\$0
Local Government Support:	County Commissioners support for Arts in the Park program.	\$0	\$0	\$12,250	\$12,250
Individual Contributions:		\$0	\$0	\$103,000	\$103,000
Other Income - Please Specify:	RBG Other Income is cash match from sub grantees. RBG In-kind Income is match from sub grantees. CAP income includes Benefit Auction of \$15,108 and Endowment	\$3,715,617	\$0	\$36,108	\$3,751,725

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IAC REQUEST:	AOS Level II	\$153,873	\$46,027	\$42,094	\$241,994
	category needs to be raised to support mid-major organizations. Because of renovations, the Art Museum will be unable to use its gallery space for 2 years. Lost exhibition sponsorships will create a need for more operation support.				
<b>Total Proposed Cash Income</b>		<b>\$3,869,490</b>	<b>\$89,407</b>	<b>\$462,724</b>	<b>\$4,421,621</b>
<b>Total In-kind</b>		<b>\$404,066</b>	<b>\$0</b>	<b>\$0</b>	<b>\$404,066</b>
<b>Total Income</b>		<b>\$4,273,556</b>	<b>\$89,407</b>	<b>\$462,724</b>	<b>\$4,825,687</b>



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RAP Budget - Expense YR1

<b>Proposed Expenses</b>	<b>Comments</b>	<b>RBG</b>	<b>ADS</b>	<b>CAP</b>	<b>Total</b>
Employee compensation, benefits and taxes:	ADS Salaries & Wages \$54,818; ADS benefits \$9,237. CAP Salary & Wages \$161,162; CAP benefits \$30,607	\$0	\$64,055	\$191,769	\$255,824
Professional fees and contracted labor:	Fees in ADS to support Mini Conference; CAP includes increased Artist Fees for performances for 40th anniversary. Artist Instructor Fees and Artists in Residence fees in CAP.	\$0	\$14,125	\$109,370	\$123,495
Space Rental:	ABC owns a facility; this is equipment rental.	\$0	\$0	\$400	\$400
Travel/Transportation:	ABC reimburses at the approved IRS rate.	\$0	\$1,162	\$2,855	\$4,017
Marketing/Publicity/Promotion:	For ADS includes publications on tech and I&R services, including websites and online newsletters.	\$0	\$2,200	\$29,680	\$31,880
Staff Development and Training:	Workshop & Conference Registrations	\$0	\$500	\$500	\$1,000
Supplies:	Includes office, instructional, and cleaning supplies.	\$0	\$550	\$13,688	\$14,238
Other Expense - Please Specify:	RBG includes subgrantee matches of \$3,715,617 cash and \$404,066 in kind. CAP includes center occupancy (utilities \$21,600, maint. and repairs \$6,375, insurance \$8,200, depreciation \$38,848, interest \$39,250), phone, & minor expenses.	\$4,119,683	\$2,625	\$118,652	\$4,240,960
Regional Grants	Same amount as in FY07	\$153,873	\$0	\$0	\$153,873

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<b>Total Expenses</b>	<b>\$4,273,556</b>	<b>\$85,217</b>	<b>\$466,914</b>	<b>\$4,825,687</b>
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RAP Budget - Income YR2

<b>Proposed Income</b>	<b>Comments</b>	<b>RBG</b>	<b>ADS</b>	<b>CAP</b>	<b>Total</b>
Service Fees, Contracted fees, and Admissions:	Same as in FY08, except \$1,000 more for ADS fees due to expansion of miniconference to two days.	\$0	\$11,000	\$117,297	\$128,297
Corporate Contributions/ sponsorships:	Includes Sponsorships for ADS I&R & Tech Asst activities.	\$0	\$14,190	\$56,534	\$70,724
Foundation Support:	Same as FY08	\$0	\$19,190	\$85,441	\$104,631
Federal Government Support:	NEA grant was only for FY08	\$0	\$0	\$0	\$0
State/Regional Government Support		\$0	\$0	\$0	\$0
Local Government Support:	County Commissioners for Arts in the Parks	\$0	\$0	\$12,250	\$12,250
Individual Contributions:	Increase of \$3,000 reflecting current giving trends	\$0	\$0	\$109,000	\$109,000
Other Income - Please Specify:	RBG includes subgrantee matches of \$3,715,617 cash and \$404,066 in kind. CAP includes arts center occupancy \$113,913 (utilities \$21,600, maint. and repairs \$6,375, insurance \$8,200, depreciation \$38,848, interest \$39,250), telephone, and other minor expenses.	\$3,715,617	\$0	\$36,108	\$3,751,725
IAC REQUEST:	Same as FY07	\$153,873	\$46,027	\$42,094	\$241,994
<b>Total Proposed Cash Income</b>		<b>\$3,869,490</b>	<b>\$90,407</b>	<b>\$458,724</b>	<b>\$4,418,621</b>
<b>Total In-kind</b>		<b>\$404,066</b>	<b>\$0</b>	<b>\$0</b>	<b>\$404,066</b>
<b>Total Income</b>		<b>\$4,273,556</b>	<b>\$90,407</b>	<b>\$458,724</b>	<b>\$4,822,687</b>

Indiana Arts Commission  
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RAP Budget - Expense YR2

<b>Proposed Expenses</b>	<b>Comments</b>	<b>RBG</b>	<b>ADS</b>	<b>CAP</b>	<b>Total</b>
Employee compensation, benefits and taxes:	ADS Salaries & Wages \$54,818; ADS benefits \$9,237. CAP Salary & Wages \$161,162; CAP benefits \$30,607	\$0	\$64,055	\$191,769	\$255,824
Professional fees and contracted labor:	Increased fees to support Mini-Conference expansion to two-day event. Less fees for artists for performances with conclusion of 40th anniversary celebration.	\$0	\$15,125	\$105,370	\$120,495
Space Rental:	ABC owns the facility; this is equipment rental.	\$0	\$0	\$400	\$400
Travel/Transportation:	ABC reimburses at the approved IRS rate.	\$0	\$1,162	\$2,855	\$4,017
Marketing/Publicity/Promotion:	For ADS includes publications on tech and I&R services, including websites and online newsletters.	\$0	\$2,200	\$29,680	\$31,880
Staff Development and Training:	Workshop & Conference Registrations	\$0	\$500	\$500	\$1,000
Supplies:	Includes office, instructional, and cleaning supplies.	\$0	\$550	\$13,688	\$14,238
Other Expense - Please Specify:	RBG includes \$4,119,683 subgrantee matches of \$3,715,617 cash and \$404,066 in-kind. CAP includes center occupancy \$113,913 (utilities \$21,600, maint. and repairs \$6,375, insurance \$8,200, depreciation \$38,848, interest \$39,250), phone, & minor expenses.	\$4,119,683	\$2,625	\$118,652	\$4,240,960
Regional Grants	Same amount as in FY07	\$153,873	\$0	\$0	\$153,873
<b>Total Expenses</b>		<b>\$4,273,556</b>	<b>\$86,217</b>	<b>\$462,914</b>	<b>\$4,822,687</b>

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Application Checklist

You must mail in one copy of the following items to:

Indiana Arts Commission  
Attn: RAP Grant Application  
150 W. Market Street, Suite 618  
Indianapolis, IN 46204

- One copy of the completed signed application
- Articles of non-profit incorporation (if applicable)
- IRS determination letter of tax exempt (if applicable)
- Current strategic or long range plan (if applicable)
- Regional Cultural Plan (if applicable)
- Memo from non-arts parent organization (if applicable)
- One copy of Annual Independent Financial Audit and/or Compliance Audit for the last completed year
- One copy of sample of latest grant guidelines and application
- Maximum of three technical assistance and information and referral materials. (ten copies of each of the three samples)

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Accessibility Statement

ABC Organization

ASSURES that all arts programs, services, and activities made possible with Indiana Arts Commission funding and all facilities in which such programs, services, and activities are held (whether owned, leased, or donated to the Applicant) will be accessible to people with special needs, in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 OR will provide readily achievable reasonable accommodation as warranted.

ABC Organization

ASSURES that this warranty is based on:

Independent accessibility assessment

Completed by:

Title:

Date:

Applicant self-assessment

Completed by:

Kristina Davis

Title:

Accessibility Coordinator

Date:

Sep 5th, 2008

Recommendations from a citizen advisory committee, composed of persons with disabilities.

ABC Organization

ASSURES that materials supporting this statement are maintained on file and are available for review.

Signature

Date

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Signature Page

Authorizing Official: April Blevins, Grants Manager

By signing below,

COMPLIANCE STATEMENT - The above named Authorizing Official certifies that s/he:

1. is a principal officer of the Applicant with authority to obligate it, and
2. has read the guidelines incorporated herein by reference, and
3. will comply with all guidelines, including federal and state statutes prohibiting discrimination against any person on the basis of race, color, national origin, gender, age, religion, or physical or mental disability.

\_\_\_\_\_  
Signature of Authorizing Official

\_\_\_\_\_  
Date